

Figure 1

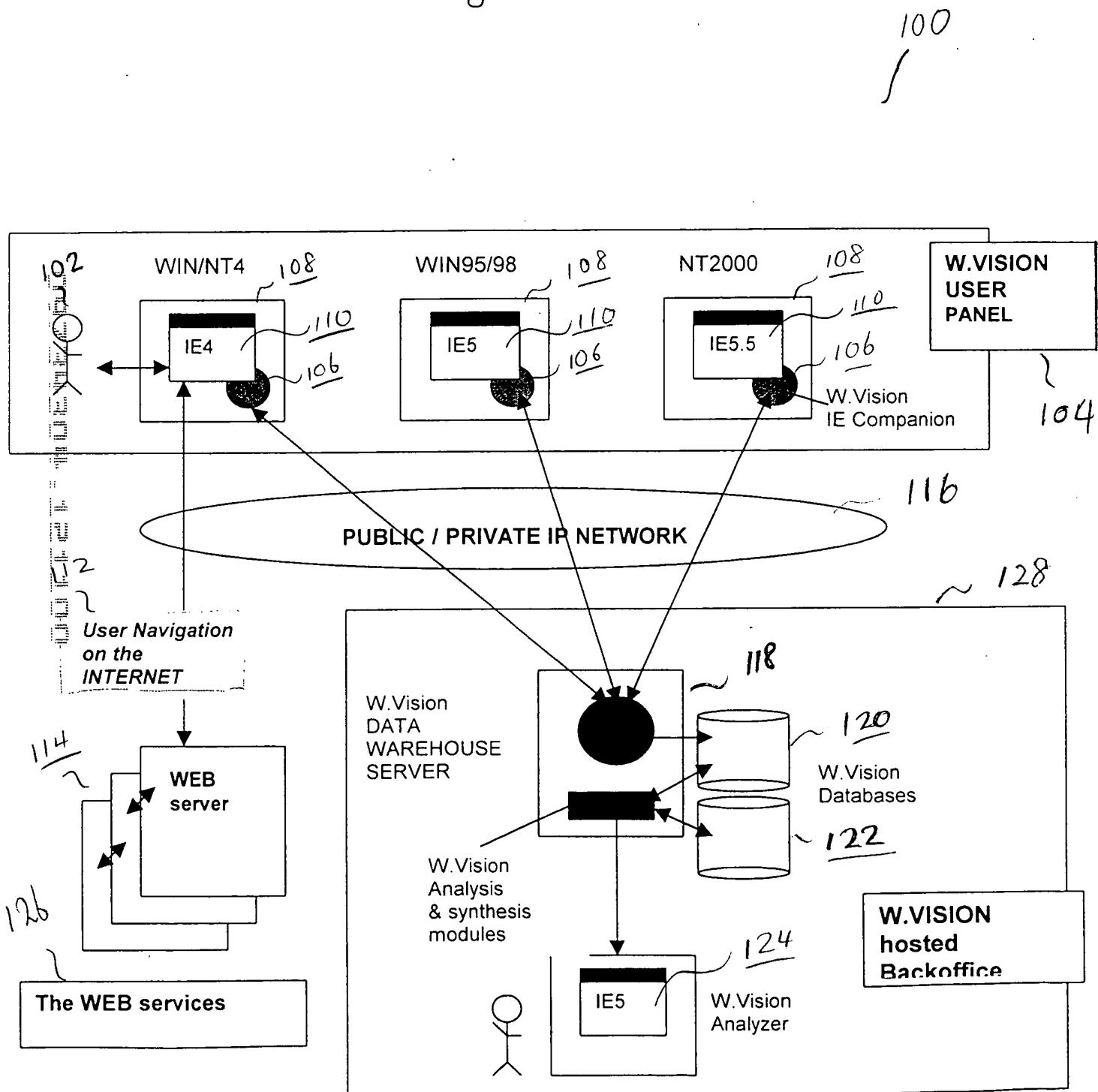


FIGURE 2

200

w.Vision - Statistic History

Session History

Previous

Next

Remove

200

Page AOL Anywhere | Today's Horoscopes

<http://my.aol.com/horoscopes/>



High Read time



Page was printed

Browse Session in depth
starting wednesday at 16:51:45

202

PAGE NAME

READ TIME

204

1. Navigation outside monitored area, for 53 s
2. (Welcome to AOL Anywhere)
3. (Free AOL!)
4. (Welcome to AOL Anywhere)
5. (AOL Anywhere | Today's Horoscopes)
6. (<http://my.aol.com/shared/routefind.psp>)
7. (AOL Search: Search Results for "toys")
8. (Shop@AOL.COM - Toys & Games)
9. (Web Centers | Travel)
10. (AOL Travel - Lodging - Hotel)
11. Navigation outside monitored area, for 1 mn 24 s

10 s

3 s

5 s

1 mn 43 s

6 s

28 s

14 s

6 s

11 s

[Navigation icons]

208

226

- 12.
13. Browser inactive, for 1 mn 15 s
14. Navigation outside monitored area, for 39 s
15. ([Coming from
http://dir.yahoo.com/Business_and_Economy/Shopping_and](http://dir.yahoo.com/Business_and_Economy/Shopping_and))
16. (Amazon.com--Earth's Biggest Selection)
17. Navigation outside monitored area, for 4 s
18. (Amazon.com--Earth's Biggest Selection)
19. Browser has lost the focus, for 1 mn 12 s
20. (Amazon.com--Earth's Biggest Selection)
21. Navigation outside monitored area, for 1 mn 44 s
22. (<http://www.systar.com>)
23. (SYSTAR : First in Strategic Business Pro...)
24. (SYSTAR - Partners)
25. (SYSTAR - Partners - Our current partners...)
26. Navigation outside monitored area, for 30 s

6 s

15 s

7 s

2 s

3 s

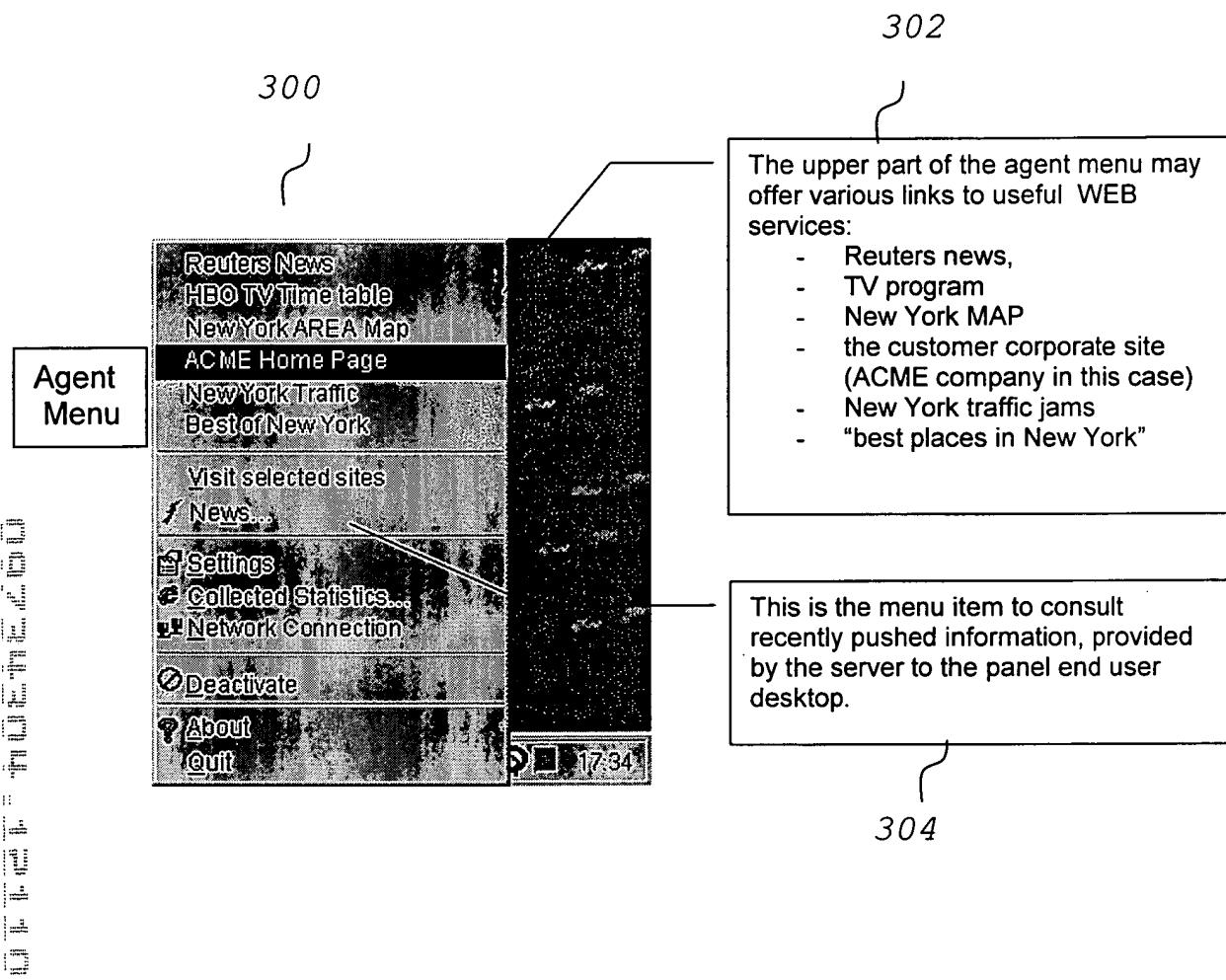
5 s

7 s

duration : 11 mn 22 s

Going to
<http://www.bmc.com/products/catalog/businessbridge.html>

Figure 3



400 ~

Site macromedia - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Links Web Best of the Web Channel Guide Customize Links Free Hotmail Internet Explorer News Internet Start

Address D:\InetPub\wwwroot\RATP\Models\Results\WebVision Analyser - SitesDetails.htm Go

Macromedia Dreamweaver - Tnal Download 8 s

Site Audit

This section gives insights into possible improvements for the site design

~ 402

- Frequently used, slow-loading pages
It will be worthwhile looking in to these pages to reduce their load time.

Name	Nb Visits	Avg Load time
Balades sur le WEB	28	13 s
- "Run-through" pages
These pages are often visited, but read time is very short. Their purpose is mainly navigational. It may be possible to get rid of them by inserting the links into a different page.

Avg		
Name	Read Time	Nb Visits
[REDACTED]		
- Distant, popular pages
These pages are often visited, but took the fastest visitor at least 4 clicks to reach them. It may be a good idea to make them accessible from the home page.

[REDACTED]

~ 404

~ 406

Technical performance

- 13 s is the average load time of pages on site macromedia
- 1 mn 54 s is the highest load time experienced on site macromedia
- 19 s is the average read time
- 9 is the number of different pages that were read on this site

Local intranet

Figure 4

Figure 5

Visitors - Microsoft Internet Explorer

RATP WebVision Analyzer

Main Menu

Visitors In/Out Sessions Sites Important Pages

WebVision Analyser

- Entry and exit -

Entries - overall

500

- **Sessions:** 57 monitored sessions, have been recorded up to now
- **Visitors:** 6 registered visitors visited the web portal (10 sessions per visitor, on average).
- **Entry methods**
The table below indicates the number of times visitors entered the portal, in different ways. The total may not add up to the figures above, as a visitor can enter the portal several times in the same session.

ENTRY METHOD	NUMBER	PERCENTAGE
Made request to Search Engine *	0	0%
Made a page in the portal their home page	25	44%
Entered from another site	32	56%

* see details below

Where they came from ~ 504

- **Entries - from Search engines**
This table gives details of entries from Search engines

SEARCH ENGINE	NUMBER % TOP 5 KEYWORDS
---------------	-------------------------

Exit ~ 506

- In 13 sessions out of 57, the visitor exited the portal after visiting just 1 page and did not return
- Out of 57 terminated sessions, 18 ended because the user did not touch the browser for 25 mn 0 s, and 38 because the user closed all browser windows.
- **Exit Methods**
Here are a few ways by which the visitors left our portal :
 - 0 clicked on a link
 - 4 changed window and did not return in the session
 - 21 exited the session while still inside the portal
 - 4 clicked on the Backward or Forward button to exit the portal
 - 2 used other browser facilities such as favorites, history, home button, address bar...

... Ex... Inb... Wi... Cré... C... Fro... Vi... Pai... | |

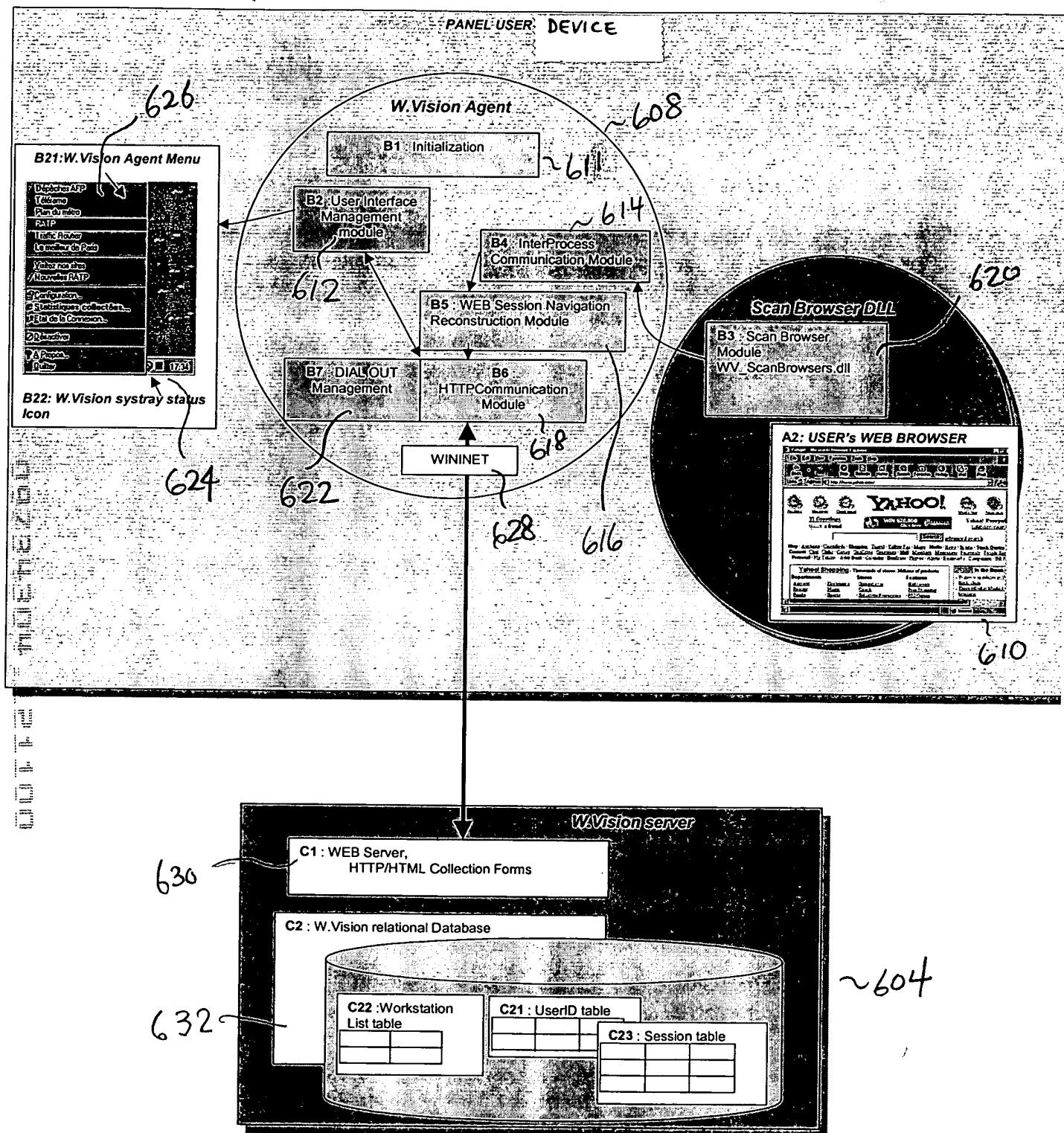


Figure 6

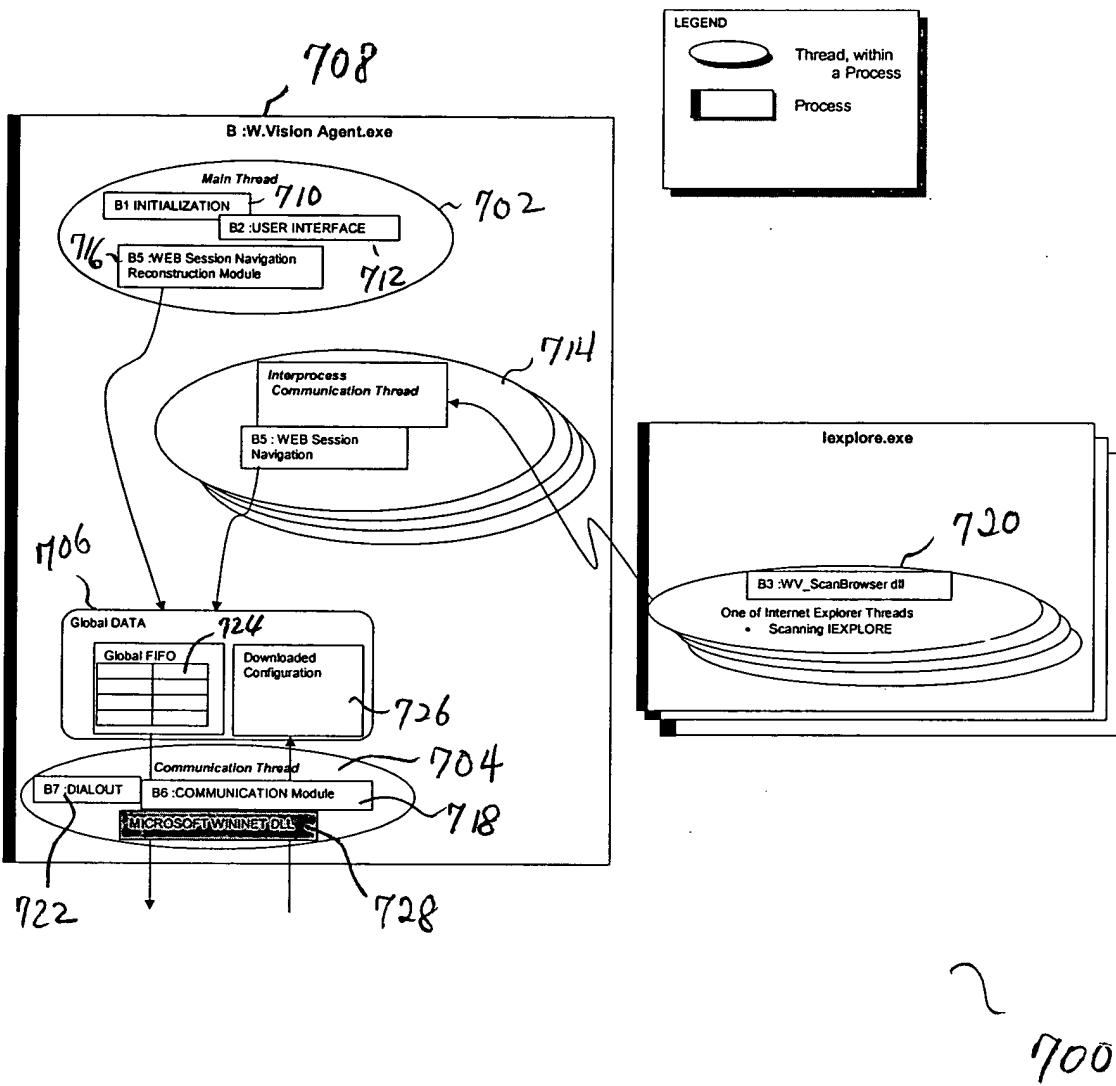


Figure 7

Figure 8

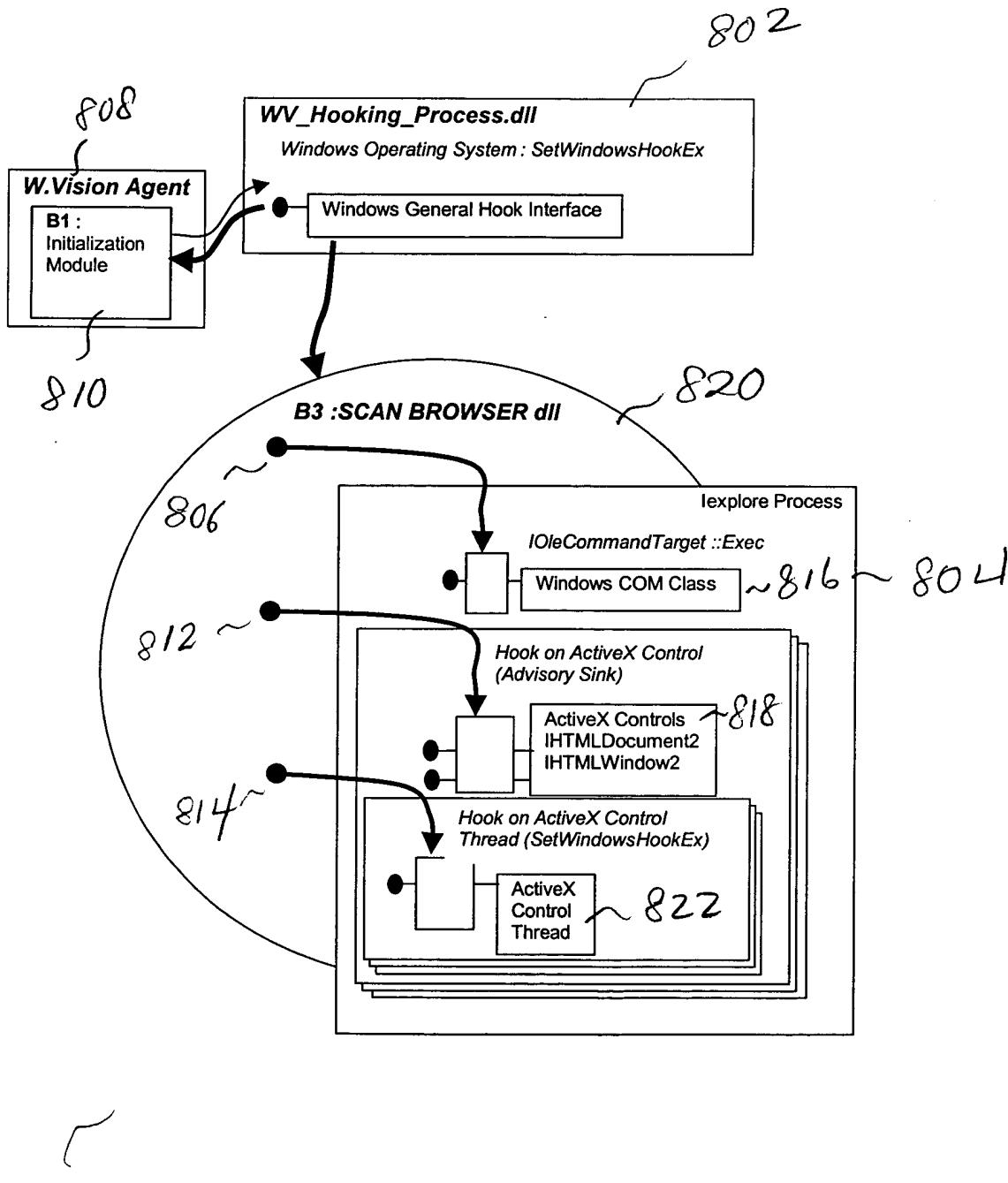


Figure 9

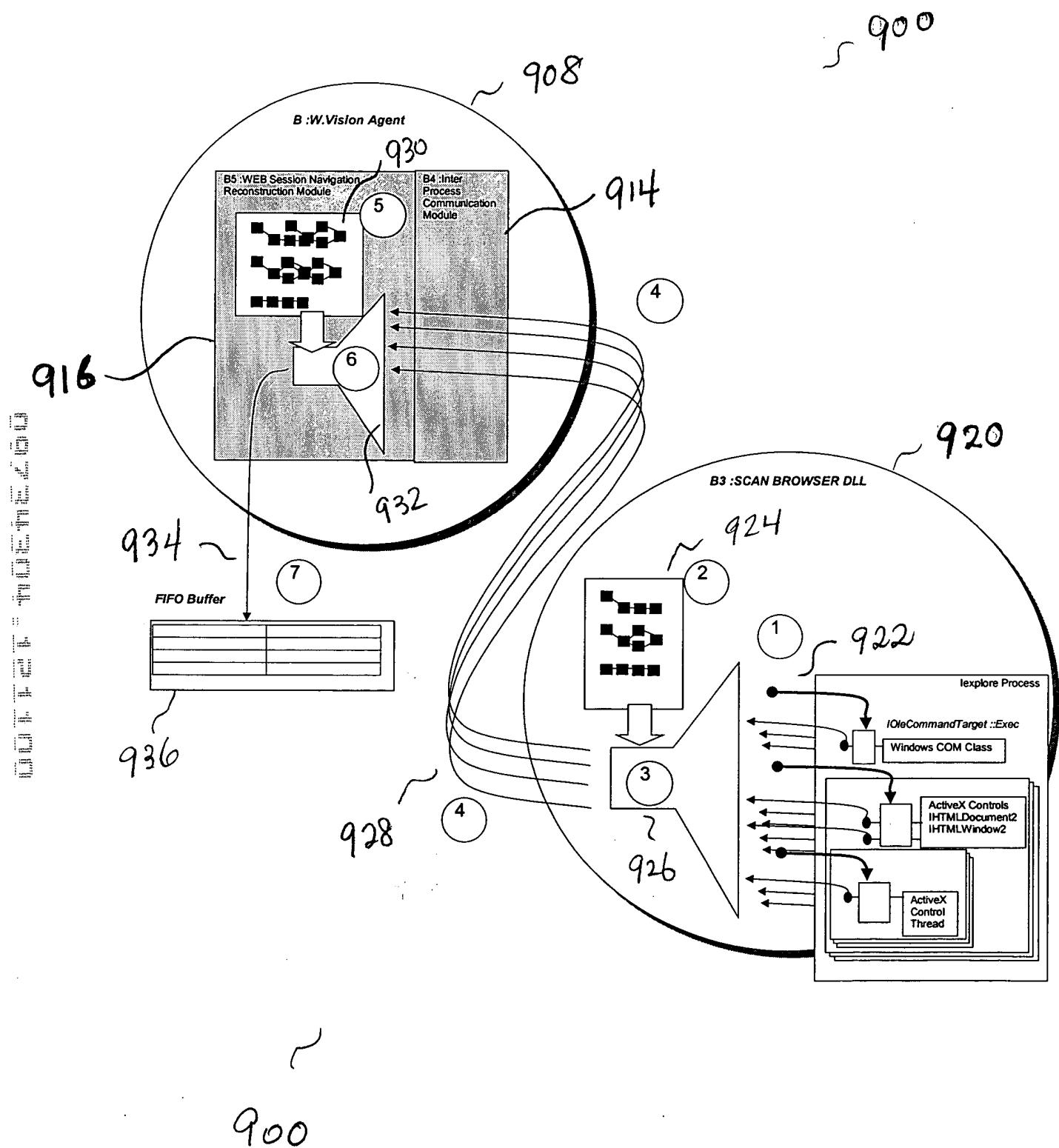
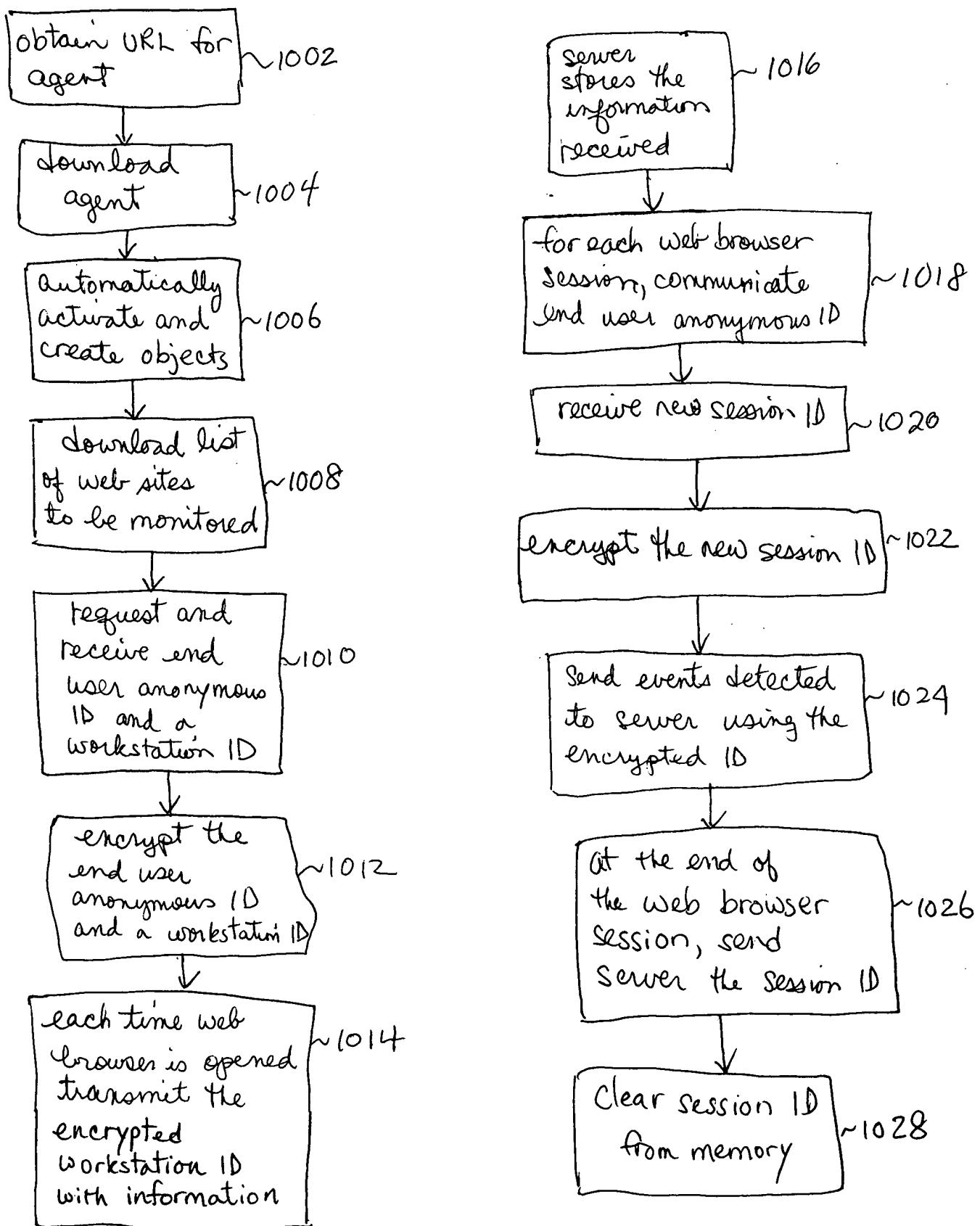


Figure 10



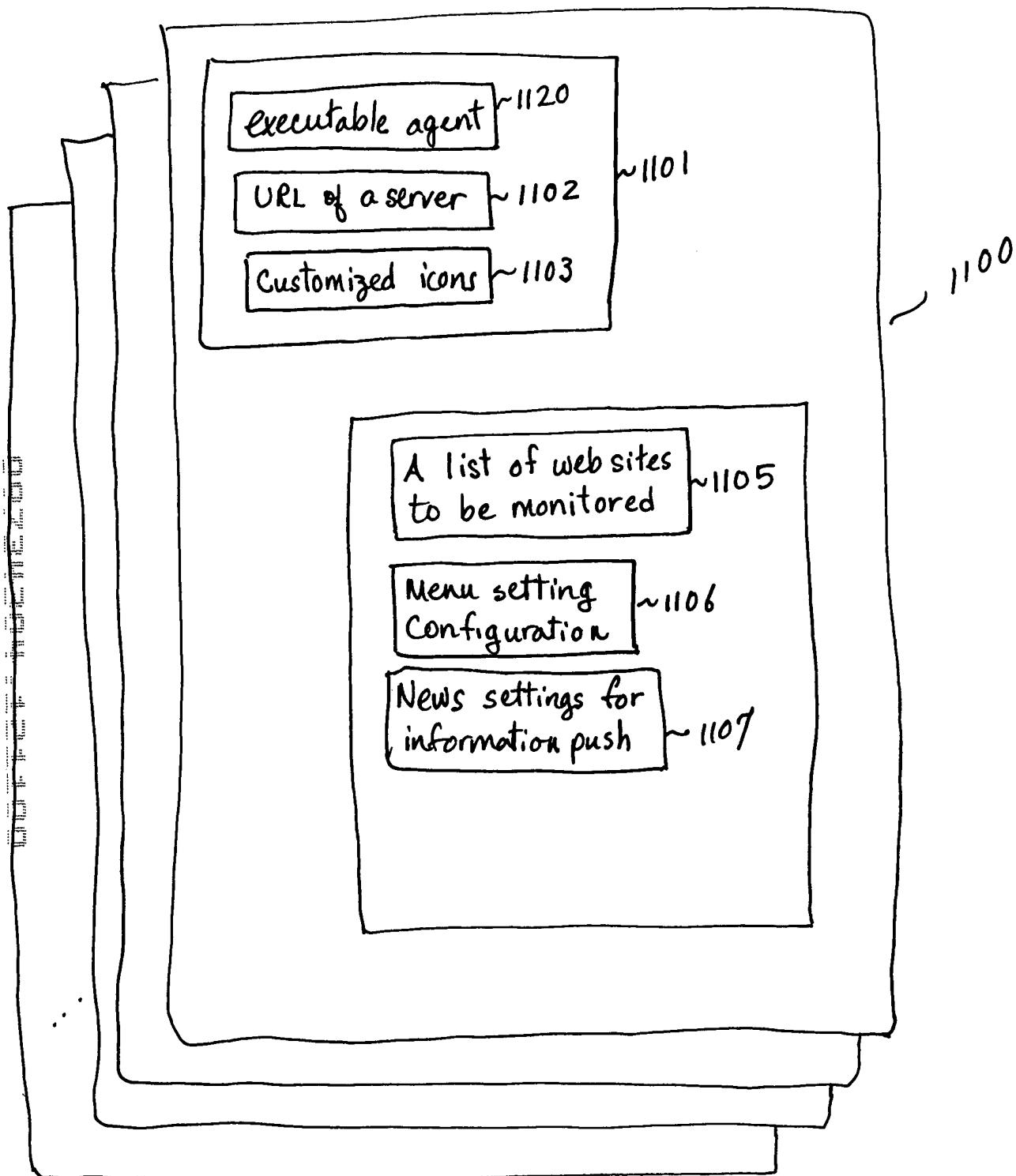


Figure 11

1200
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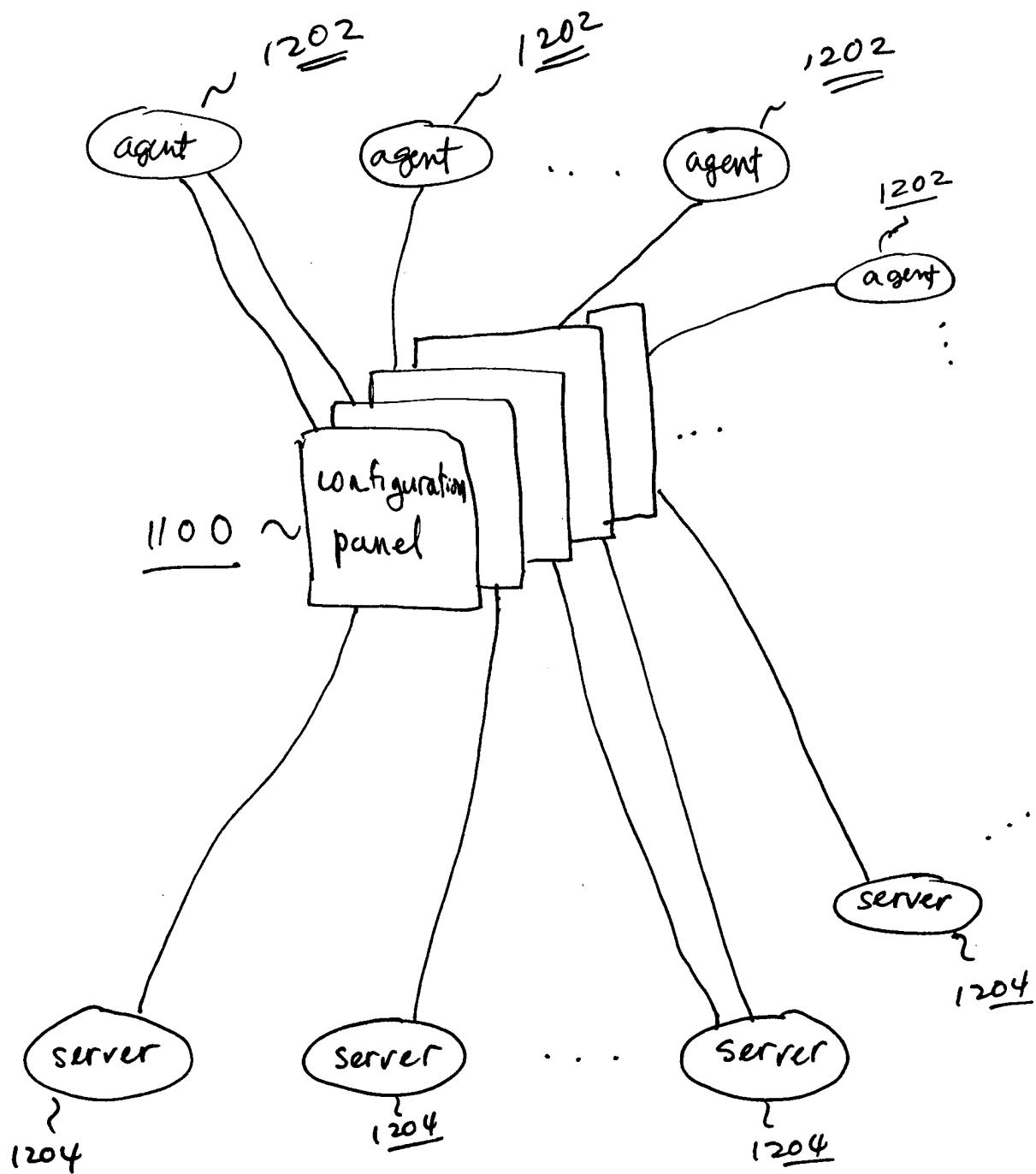


Figure 12